



### Exemplar Program Promotion Kit

P21's Exemplar Program seeks to showcase innovative educational practices and map out where successfully implementation happens. All U.S based schools, school districts, and early learning programs are eligible to apply. A school or district in **your** extended network may have the credentials to be a P21 Exemplar- so it is important that you share this opportunity. See below for sample language.

### Social Media Promotion:

**Twitter:** Click to Tweet, or copy and paste

[Become a #P21Exemplar for 2017-2018! Applications due on Jan.31- Apply+join an elite group of leaders p21.org/apply @P21learning](#)

[What does #21stCenturyLearning look like? Apply to the P21Exemplar Program to show us www.P21.org/apply #21stedchat @P21learning](#)

**Facebook/LinkedIn:** Copy and paste

Join P21's 21st Century Learning Exemplar program! The application is due on January 31, 2016. P21 is looking for leading hands on 21st century Learning. All early learning centers, schools and school districts in the U.S can apply. Learn more at [www.P21.org/apply](http://www.P21.org/apply)

**Newsletter/Blog:** Copy and paste

Is your school or district a 21st century learning environment? If yes, apply to be recognized through P21's 21st Century Learning Exemplar Program. Join a powerful network of schools and districts around the country that make engaging, hands on learning a reality for all students. Apply by Jan 31st— [www.P21.org/apply](http://www.P21.org/apply)

### Draft letters:

**To potential applicants:** Copy, paste and personalize

*Dear Colleague,*

*Your school is an ideal candidate for the Partnership for 21st Century Learning (P21) Exemplar Program ([www.p21.org/exemplars](http://www.p21.org/exemplars)). Please consider applying by January 31st, 2017 to receive national recognition for your work in supporting 21st Century Learning.*

*P21 brings together education, policy, and business leaders around the country to champion for learning that prepares all students for the challenges of tomorrow's world. P21's Exemplar Program tells stories of great 21st century learning happening on the ground, and what it takes to make it happen.*

*The [application](#) is open through January 31, 2017, and there is no cost to apply. Check out the [evaluation rubric](#) P21 uses to select candidates, and please consider sending in an application.*

*P21 Exemplars gain access to a wealth of resources, a network of seasoned 21st century learning leaders*



*and national exposure through a case study. If you have any questions about the process, please [check out this FAQ](#) or contact Lizzette Arias, Program Coordinator at 202-312-6427 or email [lizzette@p21.org](mailto:lizzette@p21.org).*

***To your networks:*** copy, paste and personalize

*Dear Colleague,*

*The Partnership for 21st Century Learning (P21) brings together education, policy, and business leaders around the country to champion for learning that prepares all students for the challenges of tomorrow's world. P21's Exemplar Program tells stories of great 21st century learning happening across the US, and what it takes to make it happen.*

*The application period for the 2017-2018 Exemplar cohort has opened and all US early learning centers, schools and districts are encouraged to apply through January 31, 2017. There is no cost to apply- please help spread the word about this opportunity to education leaders you may know.*

*P21 Exemplars gain access to a wealth of resources, a network of seasoned 21st century learning leaders and national exposure through a case study. Check out the [evaluation rubric](#) P21 uses to select candidates, and please consider sending in an application.*

*If you have any questions about the process, please [check out this FAQ](#) or contact Lizzette Arias, Program Coordinator at 202-312-6427 or email [lizzette@p21.org](mailto:lizzette@p21.org).*

*Thanks for all you do!*